



Economic Vitality Department
7447 E. Indian School Road, #200
Scottsdale, AZ 85251
480.312.7989
480.312.2672 fax
<http://www.scottsdaleaz.gov/>

**City of Scottsdale
Tourism Development
Event Advertising Matching Funds Request
Fiscal Year 2004-2005**

I. Introduction and Objectives

Events are an important component of Scottsdale's overall image and its "product". They are also used as tools for event-marketing programs that are intended to increase national and international visibility for Scottsdale as a desirable tourist destination to our target upscale resort visitor.

The Tourism Development Commission (TDC) annually reviews events that have the potential to attract visitors to Scottsdale. With that objective in mind, the TDC has adopted an "advertising support" program. The TDC recommends City advertising support for a variety of beneficial events based on the following overall objectives:

- **Advertise and promote Scottsdale's attractiveness as a destination to our target upscale resort visitor**
- **Generate room nights in Scottsdale hotels**

The Mayor and City Council, utilizing receipts from the bed tax, authorize financial support for this program annually. The amount(s) available and the funding criteria are subject to annual review by the Tourism Development Commission. **All recommendations and actions are subject to availability of funds and approval of the City Council.**

II. Process

A process has been developed which provides the necessary information for the City of Scottsdale's Tourism Development Commission to evaluate advertising funding requests and to determine appropriate funding for qualified events. This information is available from the Economic Vitality Department or on line at www.scottsdaleaz.gov.

- Step 1 – Review the "Event Qualification Criteria" in Section III
- Step 2 – Complete a FY2004/2005 "Matching Advertising Funds Request"
- Step 3 – Evaluation of Request by Tourism Development Commission
- Step 4 – Recommendation of TDC to City Council for approval
- Step 5 – Formal action by City Council on TDC recommendation

Event applications will be reviewed once per fiscal year (July 1 through June 30), pending Commission approval and funding availability.

IMPORTANT DATES

Applications available:	July 1, 2004
Application submittal is due:	Friday, August 13, 2004
Presentation date:	To be determined
TDC Recommendation:	September 21, 2004
Anticipated Council Action:	October, 2004

As part of the application process, the event producer is required to give a presentation at the designated TDC meeting. Each event producer will be given 10 minutes for a presentation followed by Q & A from Commissioners and staff.

III. Event Qualifying Criteria

All events seeking City support must meet the following primary qualifying criteria in order to be eligible for funding consideration by the Commission:

- **Supports Tourism Driver(s)** The Tourism Development Commission (TDC) has adopted five tourism “drivers” as those experiential factors that cause our customers to visit Scottsdale, especially as that decision relates to Special Events. Events are expected to fit one or more of these drivers in order to be considered by the TDC: **Art and culture, culinary, golf, sports and recreation, and western.**
- **Marketing Exposure** The event will provide exposure nationally, internationally or outside Maricopa County for Scottsdale’s attractiveness as a destination to our target upscale resort visitor on a year-round basis.
- **Generates Room Nights** Evidence of room nights in Scottsdale hotels as a result of the event

IV. “Matching Funds” Event Advertising Program

Events must use City funds for marketing and advertising outside Maricopa County, increasing the likelihood that people attending the event as a result of the advertising efforts will spend at least one night in a Scottsdale hotel.

Matching funds from the City benefit the event by reducing the event’s expense for the approved use to half of what it would have been without City funds. The net effect is to reduce overall advertising costs and/or free up funds to offset other expenses. The program also offers the opportunity for incremental advertising in media and outlets and/or at a rate that might not be available other than through the Scottsdale Convention and Visitors Bureau.

"Approved Uses"

The TDC has developed four "Approved Uses" for matching City funds that are granted. Events requesting City funding advertising support must use the funds for one or more of the following:

- Scottsdale Convention and Visitors Bureau Co-Operative Advertising Program
- Direct Mail
- Event Placed Advertising in CVB Media List Entity (Not part of a CVB Co-Op)
- Event Placed Advertising (Not part of a SCVB Co-Op and publication/media is not included on the SCVB media list)

The above "Approved Uses" are listed in Section IV of the attached Application. The request must include the specific use(s) for any funds granted, i.e. "half-page ad in (name of publication)", "participation in CVB co-op advertising program" along with the dollar amount. Payment is contingent upon submittal of the appropriate documentation that verifies the use of the funds.

Examples of expenses that are not eligible for reimbursement include but are not limited to advertising agency commissions, salaries, entertainment, supplies, equipment, postage, travel expenses, general operating expenses, and any item not specifically included in the funding request.

Trade shows, corporate meetings and concerts are not eligible for funding.

V. Funding Evaluation

Events that meet the Qualifying Criteria described above in Section III will be referred to the TDC and evaluated for funding according to the additional considerations outlined in sections A through D below. Relative importance of these considerations is determined at the discretion of the TDC.

A. Marketing Plan

The marketing plan evaluation is an important part of the process and is based on several components, including but not limited to:

- Adds to or complements CVB's marketing program
- Target markets
- Reach of exposure in Scottsdale's feeder markets
- Overall scope

B. Advertising Budget

The TDC is particularly interested in knowing what advertising is planned outside the local marketplace (outside Maricopa County), and that the event can match City funds:

- Paid, in-kind, and what percent of the total budget is the funding request
- Reach, frequency, and distribution methods

Target Market Information-- Scottsdale's key feeder markets are shown in the table below:

TABLE I

DOMESTIC	INTERNATIONAL
Southern California	United Kingdom
New York	Canada
Upper Midwest (Chicago and Minneapolis)	Germany
Seattle	France
Dallas – Fort Worth	Italy
Washington DC	Japan
Philadelphia	Australia/New Zealand
Boston	South America
San Francisco	Mexico

Scottsdale's targeted leisure tourism segment is adults 35-54 years of age with a household income exceeding \$75,000 per year traveling with or without children. They are highly educated and culturally focused. Rest, relaxation and golf are their primary motivations for visiting Scottsdale. The outdoors are a focal point of their activities.

C. Room Nights

Based on the information in the application, the TDC will estimate the number of room nights generated as a result of the event. This estimate will be used unless credible evidence (prior history, room blocks, third-party surveys) is provided.

Of particular interest to the Commission is **the extent to which the event is the reason for the trip to Scottsdale**. Industry and fiscal impact is typically measured by the number of hotel rooms sold to any type of attendee during the course of the event.

D. Visitor Attraction and Retention

Visitor attraction is an event's ability to contribute to the potential visitor's decision to visit Scottsdale. Visitor retention is the event's ability to enhance the experience of the visitor who is already in Scottsdale during the event, but implies that the event will increase satisfaction levels of the guest, and be a causal factor in referrals and repeat visits.

VI. Responsibilities of Event Producer/Sponsor

The Tourism Development Commission's adopted policy requires that any funds granted to an event be used for one or more of the advertising uses listed on the "uses for City Funded Event Advertising" in Section IV of the application. Upon approval for funding, an "Event Agreement" between the event producer and the City of Scottsdale will be executed and will define the contractual responsibilities of the two parties.

The event producer will be expected to comply with all City of Scottsdale application, permit and approval processes for Special Events. All permits and approvals must be obtained prior to the distribution of any City funds to the sponsor.

A completed Post-Event Report will be required as identified in the "Event Agreement". A sample report is attached. (Exhibit "A")

Please submit fifteen (15) copies of the application package to:

**City of Scottsdale
Economic Vitality Department
Attention: Kathy Carlisle O'Connor
7447 East Indian School Road, Suite 200
Scottsdale, AZ 85251**

The application proposal **must** be received in the Economic Vitality Department on or before **4:00 p.m. on Friday, August 13, 2004.** to be considered for FY2004-05 funding. **LATE APPLICATIONS WILL NOT BE ACCEPTED.** All proposals received prior to the deadline will be evaluated by the Tourism Development Commission and staff.

If you have any questions, please call the Economic Vitality Department at (480) 312-7989. The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image and provide measurable return to our industry.

Application is due on or before:

4:00 p.m., AUGUST 13, 2004

**City of Scottsdale
Economic Vitality Department
Attention: Kathy Carlisle O'Connor
7447 East Indian School Road, Suite 200
Scottsdale, AZ 85251**

LATE APPLICATIONS WILL NOT BE ACCEPTED

Date of Application: _____

Section I. Applicant Information

Name of Applicant

Name of Event Contact

Organization Name

Phone Number

Fax Number

Cell Phone Number

Pager Number

Business Address

PO Box Address

City, State, Zip

E-Mail Address

Web Address

Qualifications: List past event experience of producer

Section II. Event Information

Name of Event _____

Event Date(s) _____

Event Time(s) _____

Location of Event _____

Brief Description of Event: _____

How many years has your event been in Scottsdale? _____

Projected Attendance (Source): _____

Measurable Room Nights (Source); _____

Room Block _____ Survey _____

Other _____

Have you previously received funding from the City of Scottsdale? Y N

When _____ Amount _____

Section III. Marketing Plan and Budget

Please submit a detailed marketing plan for the event including but not limited to:

- demographic information
- media plan
- public relations
- target markets
- promotional activities
- paid advertising

Include budgeted amounts for each activity and list any additional sponsors and/or financial partners.

Include any additional comments regarding the marketing plan benefits to Scottsdale:

Section IV. "Approved Uses" for Matching Funds

The Tourism Development Commission (TDC) has developed the following list of approved uses for any funds that are granted. Events must use City funds for advertising outside Maricopa County, increasing the likelihood that people attending the event as a result of the marketing efforts will spend at least one night in a Scottsdale hotel.

Funds granted are based on a dollar-for-dollar match for the same approved use. For example, if the total cost of a direct mail campaign is \$10,000 the request for City funds would be \$5,000, with the balance of \$5,000 to be paid by the event. An original paid invoice for the total amount of the agreed upon "approved use" must be submitted in order to receive payment.

The Tourism Development Commission has allocated up to \$175,000 from the Fiscal Year 2004-2005 bed tax budget for the Matching Event Advertising Program. The maximum amount of matching City funds any one event may apply for and receive is ten percent of the total event support budget allocation, or \$17,500 in matching funds.

One or more of the Approved Uses (A through D below) may be selected. Please indicate the dollar amount budgeted for each one selected.

A. SCOTTSDALE CONVENTION AND VISITORS BUREAU CO-OP: Select from co-ops identified in the CVB 18-month media plan to place an ad. Co-ops include niche markets such as golf, automotive, arts and culture and equestrian/western publications as well as IRIS e-mail sponsorships. **(See Exhibit "B")**

\$

B. DIRECT MAIL: Direct mailing to a new market and/or encouraging attendees to stay in a Scottsdale hotel.

\$

**C. EVENT-PLACED ADVERTISING IN ONE OF THE CVB MEDIA-LIST
ENTITITIES: (NOT PART OF A CO-OP – See Exhibit “C”)**

\$

**D. EVENT-PLACED ADVERTISING NOT PART OF A CO-OP OR THE CVB MEDIA
LIST:**

Request for this use must be submitted with the application along with a description of the specific use and dollar amount. Please attach specific information with regards to media, target market, reach, frequency and any other pertinent information as to how it supports Scottsdale's Event Advertising Funds program objectives.

\$

Section V. First-Time/Developing Event (1 to 3 years) ONLY

Please submit a three-year business plan for the event including a marketing plan and proposed collateral material.

Note: This communication is an invitation to submit an application and should not be interpreted as approval of City funding for the event. Actual funding must be specifically authorized by the Mayor and City Council.

Please submit fifteen (15) copies of the application package to:

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Economic Vitality Department
Attention: Kathy Carlisle O'Connor
7447 East Indian School Road, Suite 200
Scottsdale, AZ 85251**

The application **must** be received in the Economic Vitality Department on or before 4:00 p.m. on **Friday, August 13, 2004** to be considered for FY04-05 funding. **LATE APPLICATIONS WILL NOT BE ACCEPTED.** Upon receipt, all proposals will be evaluated by the Tourism Development Commission and staff.

If you have any questions, please call the Economic Vitality Department at (480) 312-7989. The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image and provide measurable return to our industry.

Application is due on or before:

4:00 p.m., FRIDAY, AUGUST 13, 2004

**City of Scottsdale
Economic Vitality Department
Attention: Kathy Carlisle O'Connor
7447 East Indian School Road, Suite 200
Scottsdale, AZ 85251**

LATE APPLICATIONS WILL NOT BE ACCEPTED

FOR OFFICE USE ONLY:

Date and Time Received _____ Application Y N

Marketing Plan Y N

EXHIBIT A

City of Scottsdale TOURISM DEVELOPMENT COMMISSION SAMPLE POST-EVENT REPORT

Event producers are to provide a Post-Event Report as identified in section 2.5 of the event agreement and in the procedural guidelines adopted by the Scottsdale Tourism Development Commission. **This Report must be received by the City no more than 60 days after the event.**

This Report is limited to a **maximum of 15**, 8 ½ x 11 pages and consists of these 6 pages followed by no more than 9 pages of tear sheets, collateral samples and copies of paid media invoices. Please staple the report in the left-hand corner, and submit 12 hard copies and the report backed-up on the provided disk (no binders, folders, etc.). No other report format will be accepted. Do not include videos, DVDs or any other electronic media.

Event Name _____
Date(s) of Event _____

1. Indicate event's total **NON-LOCAL ONLY** event promotion budget, and for which item(s) listed below City funds were used. How were the item(s) used to attract overnight visitors to Scottsdale, i.e., media placement schedule or direct mail? Include a representation of **NON-LOCAL ONLY** event promotion for the event. Submit no more than 9 pages of tear sheets, collateral samples and copies of paid media.

What was your total paid non-local advertising budget? _____

- a. Paid Print & Electronic Advertising _____
- b. Direct Mail _____
- c. Publicity _____
- d. Printed Materials _____
- e. Other Promotion Expenses (specify) _____

2. Actual attendance figures realized at the event categorized, by visitors and local residents. Include supporting documentation, such as but not limited to, venue records, attendance logs, receipts, and/or survey data.

3. Estimated number of room nights generated in Scottsdale hotels directly attributable to the event as evidenced by room blocks, survey or other documented source.
4. Write a brief narrative that:
 - A. Describes any additional information such as survey results, etc., that might be useful in understanding the event's impact on Scottsdale and its Tourism Industry.
 - 4. B. Describes the event's experience with any City owned and/or operated facilities utilized with particular attention to problems and opportunities as they relate to the physical facilities and operations.*
 - 4. C. Describes the positive and negative impacts of the event on City services, facilities, and neighborhoods.*

EXHIBIT B

Scottsdale CVB Cooperative Advertising Opportunities Signature and Special Events

2004-05

Submitted for Consideration: June 2004

In response to the Tourism Development Commission's revised 2004 – 05 event funding program, enclosed are out-of-market, Scottsdale CVB cooperative advertising opportunities for Scottsdale signature and special events.

Based on the TDC commissioners' discussion stipulating that event advertising reimbursements be limited to advertising and promotions geared toward attracting visitors from outside Maricopa County to their events, we believe the enclosed opportunities fit that purview.

Following are two 2004 – 05 cooperative opportunities within the CVB's programs, along with publication profiles outlining proposed external cooperative programs. Thank you for your consideration. We look forward to receiving your input.

IRIS E-mail Communication

We at the CVB are embarking on our second full-year of our IRIS e-mail relationship marketing program in 2004 – 05.

Day 2 & 21

Customers requesting information from the CVB receive an e-mail on the second and 21st days following their inquiry. Three separate day 2 and 21 e-mails are created for customers based on their indicated interests. Topics include resort/spa, arts and culture, and golf. The e-mail thanks them for their request, informs them that a *Discover Scottsdale* destination guide is en route and offers links to multiple areas in the CVB's web site. Quarterly key sponsorships are available for \$600, while listing sponsorships are \$200.

Quarterly E-mail Communication

After receiving day 2 and 21 e-mails from the CVB, customers are moved into the CVB's quarterly e-mail communication program. Customers are segmented into resort/spa, arts and culture, or golf based on their indicated interests. As with the day 2 and 21 e-mail campaign, the quarterly e-mails are permission based with customers having the ability to opt out. These e-mails entice customers to click through to the CVB's web site to learn more about Scottsdale events, CVB-member resort/hotel packages and more. Quarterly key sponsorships are \$600, while listing sponsorships are \$200. CVB contact: Amy Rushia, online marketing manager, (480) 421-1004, arushia@scottsdalecvb.com

IRIS E-mail Communication (continued)

Distribution Dates

October 2004
January 2005
April 2005
July 2005

Advertiser Commitment Deadlines

September 1, 2004
December 1, 2004
March 1, 2005
June 1, 2005

Discover Scottsdale Destination Guide

The *Discover Scottsdale* destination guide, the official visitors guide to Scottsdale, is packed with detailed information about area resorts and hotels, recreation and attractions, events, art and cultural activities, and retail and restaurant listings—everything the leisure visitor needs to know to plan the ultimate Scottsdale vacation.

The advertising commitment deadline for the 2005 edition is June 29, 2004, with it being printed and distributed beginning in December 2004. With that being the case, we at the CVB would recommend making the 2006 edition part of this inaugural event funding program. Advertising deadlines will fall in June 2005 for that book.

The CVB annually distributes 175,000 copies of this book to individuals who phone, mail or e-mail requests for information, and to those who are already in Scottsdale via distribution at visitor centers, hotel concierge and at Scottsdale signature and special events.

Advertising costs for the 2005 book range from \$1,405 for the smallest advertising unit to \$7,790 (non-member rate) for a full-page ad. Advertising contact: Kathleen Lockhart, Hennen Publishing, (602) 906-3085, kathleen@hennenpublishing.com.

America West Airlines Magazine Consumer Magazine



Contact: Ernie Mulholland, 602-997-7200, ext. 13
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 480-968-1041
E-mail: ernie@skyword.com

Demographic/Reader Profile:

Issuance: Monthly
Total Circulation: 125,000
Readership: 570,000; 1.6 million passengers per month
Median Age: 48
Median HHI: \$129,000

Editorial Profile: *America West Airlines Magazine* is distributed nationally aboard all scheduled flights within the airline's route system of 90 cities in the United States, Canada and Mexico. This magazine is geared toward the well-educated reader who is interested in trends, creative people, fresh ideas and unconventional travel opportunities.

Advertising Description: *America West Airlines Magazine* will produce a Scottsdale editorial section to appear in the November 2004 issue. The Scottsdale CVB will place a full-page, four-color cover ad to support an art co-op section in the December 2004 thru March 2005 issues.

Scottsdale CVB Member Ad Opportunities:

Ad Size Range: 1/6 - full page
4-color Price Range: \$2,000 - \$9,730

SCVB Ad Placements		Deadlines	
Issue Date	Type	Space	Materials
November 2004	2-Page Spread	Sept. 15, 2004	Sept. 22, 2004
February 2005	2-Page Spread	Dec. 13, 2004	Dec. 20, 2004

Architectural Digest Consumer Magazine – Cooperative Opportunity



Contact: Ellen Lewis, 972-960-2889
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 972-960-2886
E-mail: elewis@airmail.net

Demographic/Reader Profile:

Issuance:	Monthly
Total Circulation:	813,156
Destination Deluxe	495,000
USA Circulation:	788,944
Canada Circulation:	24,212
Readership of DD:	3,118,500
Median Age:	44.6
Median HHI:	\$86,923

Editorial Profile: *Architectural Digest* is the definitive design magazine, traveling the world to report on the best in design to an audience of almost 5.3 million readers. Every month, *Architectural Digest* takes readers to design destinations around the world through regular columns and features. Top-notch writers and photographers cover subjects of design importance from technology and automobiles to travel, shopping, historic homes, antiques and more. *Architectural Digest's* exclusive travel reporting gives readers a real sense of place and local culture.

Advertising Description: The Scottsdale CVB will advertise within the Destination Deluxe section. Top 62% of circulation will receive the Destination Deluxe section in their copy of *Architectural Digest*.

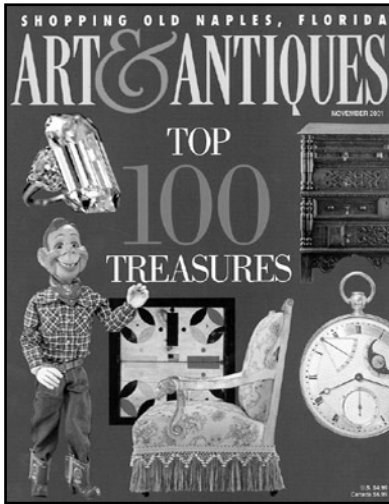
Scottsdale CVB Member Ad Opportunities:

Ad Size Range: 1/2 & full page

4-color Price Range: \$14,974 & \$29,947

SCVB Ad Placements		Deadlines	
Issue Date	Type	Space	Materials
November 2004	2-Page Spread + 2-Page Adv'l	Aug. 20, 2004	Aug. 20, 2004
February 2005	2-Page Spread + 2-Page Adv'l	Nov. 19, 2004	Nov. 19, 2004

Art & Antiques Consumer Magazine – Cooperative Opportunity



Contact: Juli Hunt, 415-290-7079

(to reserve space, confirm costs and deadlines, and for more information)

Fax: 415-704-3106

E-mail: juli_hunt@hotmail.com

Demographics/Reader Profile:

Issuance:	11 times per year (Jul/Aug combined)
Total Circulation:	143,477
Readership:	358,692
Median Age:	49
Median HHI:	\$145,000

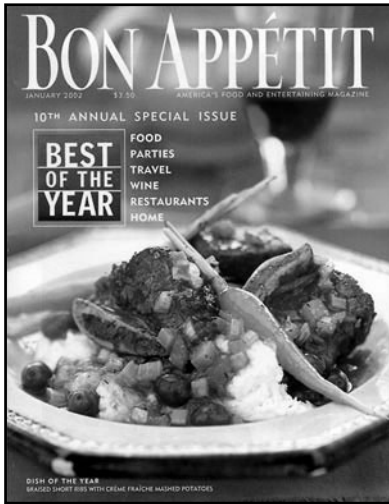
Editorial Profile: *Art & Antiques* reaches high-end, affluent art collectors. Each issue captures the diverse world of art and antiques. It contains award-winning photography and editorial.

Advertising Description: The Scottsdale CVB and *Art & Antiques* are in the process of developing a January 2005 co-op section for Scottsdale's art galleries and events.

Scottsdale CVB Member Ad Opportunities:

Please contact Juli Hunt for further information on rates and advertising opportunities.

SCVB Ad Placements		Deadlines	
<i>Issue Date</i>	<i>Type</i>	<i>Space</i>	<i>Materials</i>
January 2005	Full-page ad-co-op	TBD	TBD



Bon Appétit

Consumer Magazine - Cooperative Opportunity

Contact: Carolyn Homestead, 323-965-3788
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 323-930-2369

E-mail: Carolyn.homestead@bonappetit.com

Demographic/Reader Profile:

Issuance: Monthly
Total Circulation: 1,302,311
USA Circulation: 1,224,059
Canada Circulation: 27,310
Readership: 6.4 million
Median Age: 46

Median HHI: \$85,000

Editorial Profile: *Bon Appétit* is the accessible lifestyle publication about contemporary, affluent Americans and how they entertain, travel and shop. With success-oriented solutions, *Bon Appétit* focuses on readers that enjoy good times, whether they are at home, on the town or on the road. *Bon Appétit* celebrates and influences the way Americans really live.

Advertising Description: The Scottsdale CVB will continue its successful advertising section that will culminate in a weekend event entitled "Scottsdale's Celebrity Chef Golf Tournament" in May 2005, with four to five Scottsdale partners. Proceeds of the event will benefit the Make-A-Wish Foundation. *Bon Appétit* will create two advertorial sections to highlight Scottsdale and advertise the event.

Value Added: Additional extensions include retail alliances, web site links, showcase participation at *Bon Appétit* Wine & Spirits Focus events across the nation, direct mail and other public relations opportunities. Advertising sponsors will have the opportunity to participate in the golf weekend event.

Scottsdale CVB Member Ad Opportunities:

Please contact Carolyn Homestead for details. Sponsor costs are dependent upon the number of participants. Member buy in is estimated this year at \$39,950.

SCVB Ad Placements		Deadlines	
Issue Date	Type	Space	Materials
November 2004	3-Page + Adv'l Co-	Aug. 20, 2004	Aug. 20, 2004
January 2005	8-Page Booklet Co-	Oct. 18, 2004	Oct. 18, 2004

Cactus League Insert

Newspaper Insert – Cooperative Opportunity

Contact: Kathleen Lockhart, 602-906-3085

(to reserve space , confirm costs, and deadlines, and for more information)

Fax: 602-508-8218

E-mail: Kathleen@hennenpublishing.com

Demographics / Reader Profile:

Issuance:	Annually
Total Circulation:	1.5 M
Newspapers: <i>*Estimated Distribution</i>	
Chicago Tribune	100,000
Dallas Morning News	100,000
Kansas City Star	100,000
Los Angeles Times	100,000
Milwaukee Journal Sentinel	100,000
San Diego Union-Tribune	100,000
San Francisco Chronicle	100,000
Seattle Post-Intelligencer	100,000
CVB Distribution	250,000

Editorial Profile: The Greater Phoenix Convention & Visitors Bureau publishes this section with support from area CVBs—including Scottsdale—and the Arizona Office of Tourism. This section is a highly successful insert inserted in to selected major newspapers sorted by zones to reach the highest demographics in each area. The rate is extremely efficient considering the many markets this insertion allows you to reach.

Advertising Description: The Cactus League Spring Training Issue is published each year in January. The Scottsdale CVB is in the process of negotiating rates and advertising opportunities for 2005.

Scottsdale CVB Member Ad Opportunities:

Please contact Kathleen Lockhart for further information on rates and advertising opportunities.

Chicago Tribune Newspaper – Cooperative Opportunity



Contact: Charles Hirsch, 213-237-6171
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 213-237-6174
E-mail: chirsch@tribune.com

Demographics/Reader Profile:

Issuance: Daily
Total Circulation: 1,012,240 (Sunday)
Readership: 2,328,152 (Sunday)
Median Age: 43
Median HHI: \$58,711

Editorial Profile: The *Chicago Tribune* is the leading newspaper in the Chicago area. The Sunday travel section reaches the curious traveler looking for new and exciting destinations to visit. The section offers travel tips and news. The *Chicago Tribune Magazine* is distributed on Sundays and presents a high-gloss, color format for

editorial on fashion, home design, food, and other elements of good living.

Advertising Description: The Scottsdale CVB is currently negotiating advertising and cooperative efforts for the fiscal year.

Scottsdale CVB Member Ad Opportunities:
Please call Charles Hirsch for details. Rates will depend upon the number of banner participants.

SCVB Ad Placements		Deadlines	
Issue Date	Type	Space	Materials
January 2005			

Departures

Consumer Magazine - Cooperative Opportunity

Contact: Scott Verel, 310-268-7647

(to reserve space, confirm costs and deadlines, and for more information)

Fax: 310-268-7604

Email: scott.e.verel@aexp.com

Demographic / Reader Profile:

Issuance: Bi-monthly
Total Circulation: 683,137
USA Circulation: 682,892
Canada Circulation: 245
Readership: 3,347,371
Median Age: 47
Median HHI: \$189,382

Editorial Profile: *Departures* is a travel lifestyle publication for Platinum and Centurion American Express card holders. Editorial features insider recommendations on travel, dining and fashion for the affluent card holder.

Advertising Description: Scottsdale CVB is participating in the "Renew Your Spirit" spa advertorial section scheduled for early 2005.

Scottsdale CVB Member Ad Opportunities:

Ad Size Range: 1/2 Page - Full Page
4-color Price Range: \$20,965 - \$41,931

SCVB Ad Placements		Deadlines	
<i>Issue Date</i>	<i>Type</i>	<i>Space</i>	<i>Materials</i>
Nov / Dec 2004	2-Page Spread	Sept. 15, 2004	Sept. 15, 2004
Mar / Apr 2005	Page 4 Color + Adv'l	Jan. 7, 2005	Jan. 7, 2005

Golf World Consumer Magazine – Cooperative Opportunity



Contact: Linda Dillenbeck, 480-460-5650
(to reserve space, confirm costs and deadlines,
and for more information)

Fax: 480-460-6050

E-mail: Linda.dillenbeck@golfdigest.com

Demographic/Reader Profile:

Issuance: Weekly
Total Circulation: 182,104
Readership: 1,383,990
Median Age: 44
Median HHI: \$110,028

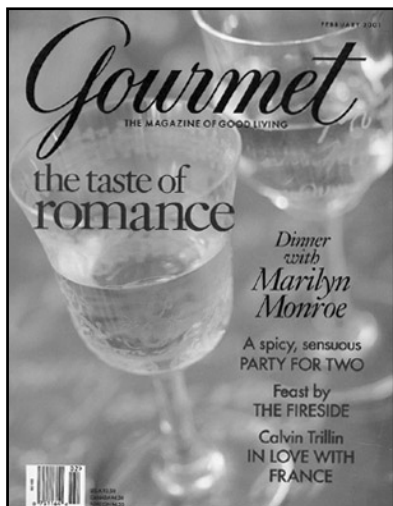
Editorial Profile: *Golf World* is the source for news, features, opinions, tournament coverage, and analysis for the most avid golf players and fans.

Advertising Description: The Scottsdale CVB will sponsor the inaugural Golf World Invitational for Golf World subscribers only. In conjunction with the Golf Tournament are page advertisements in the magazine. The Scottsdale CVB is still in negotiations on size and frequency of placements; further details to come.

Scottsdale CVB Member Ad Opportunities:

Ad Size Range: Full page only
4-color Price Range: Dependent upon number of participants.
Please contact Linda Dillenbeck for details.

SCVB Ad Placements		Deadlines	
Issue Date	Type	Space	Materials
TBD			



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Gourmet

Consumer Magazine – Cooperative Opportunity

Contact: Ellen Lewis, 972-960-2889
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 972-960-2886
E-mail: elewis@airmail.net

Demographics/Reader Profile:

Issuance: Monthly
Total Circulation: 960,000
USA Circulation: 930,256
Canada Circulation: 29,744
Readership: 5,652,500
Median Age: 47
Median HHI: \$75,000

Editorial Profile: *Gourmet* is dedicated to good living – the passionate pursuit of dining out, travel and entertaining. *Gourmet* readers share their travel experiences with friends and family via entertaining at home. *Gourmet's* recommendations carry the credibility that comes from a reputation as the authority on life's pleasures.

Gourmet's Annual Arizona/Scottsdale Section: In October, *Gourmet's* strength in the travel arena offers Arizona destinations a strong presence in the Annual Restaurant Special Issue. Advertisers placing a four-color display ad at the earned rate will receive matching advertorial at no additional charge.

Scottsdale CVB Member Ad Opportunities:

Ad Size Range: 1/6 - full page (Arizona Co-op)

4-color Price Range: \$9,044 - \$38,170 *rates include matching advertorial.

SCVB Ad Placements		Deadlines	
<i>Issue Date</i>	<i>Type</i>	<i>Space</i>	<i>Materials</i>
October 2004	2-Page Spread + 2-	July 19, 2004	July 19, 2004

Los Angeles Times Newspaper – Cooperative Opportunity



Contact: Charles Hirsch, 213-237-6171
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 213-237-2007
E-mail: chirsch@tribune.com

Demographic/Reader Profile:

Issuance: Daily
Total Circulation: 1,369,000 (Sunday)

Readership: 3148,700

Median Age: 41
Median HHI: \$49,468

Editorial Profile: The *Los Angeles Times* has the second largest Sunday circulation and the fourth largest daily circulation of all national and metropolitan newspapers. The newspaper provides weekly sections on travel, events, real estate and food, as well as the *Los Angeles Times Magazine* distributed on Sundays.

Advertising Description: The Scottsdale CVB will advertise within the LA Times Magazine in March 2005 plus sponsor a banner page in May 2005. The banner page will promote Scottsdale Values.

Scottsdale CVB Member Ad Opportunities: Please call Charles Hirsch for rates and other details.

SCVB Ad Placements		Deadlines	
<i>Issue Date</i>	<i>Type</i>	<i>Space</i>	<i>Materials</i>
March 2005	1/3 Page 4 Color	TBD	TBD
May 2005	Banner Co-op	TBD	TBD

Midwest Living Consumer Magazine



Contact: Layne Middleton, 928-443-8540
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 928-443-8408

E-mail: fourcrns@aol.com

Demographic/Reader Profile:

Issuance: Bimonthly
Total Circulation: 862,074
Readership: 2,772,105
Median Age: 49
Median HHI: \$62,019

Editorial Profile: *Midwest Living* is a bimonthly magazine distributed to 12 mid-western states. Each issue features

editorial on travel and transportation, food and nutrition, and culture and humanities.

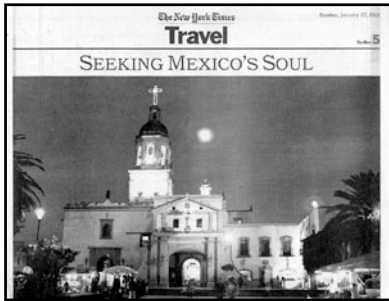
Scottsdale CVB Member Ad Opportunities:

Ad Size Range: Travel directory - full page

4-color Price Range: \$6,775 - \$45,740 (Arizona Co-op Section)

SCVB Ad Placements		Deadlines	
<i>Issue Date</i>	<i>Type</i>	<i>Space</i>	<i>Materials</i>
Nov/Dec. 2004	AOT Arizona Co-op	Aug. 16, 2004	Aug. 23, 2004

The New York Times Newspaper – Cooperative Opportunity



Contact: Linda Sheeran, 480-437-9929
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 480-437-9989
E-mail: lsheeran@nytimes.com

Demographics/Reader Profile:

Issuance: Sunday

Total Circulation: 1,677,000
(Sunday)

Readership: 3,857,100 (Sunday)

Median Age: 50

Median HHI: \$136,746

Editorial Profile: *The New York Times* travel section is geared to consumers and travel agents. Both audiences use it as a reference guide for updated travel information on destinations and prices. The newspaper reaches an important feeder market for Scottsdale and contains luxury vacation information as well as bargain opportunities. *The New York Times Magazine* reaches an upscale audience who lives well and travels well. This publication is a four-color, glossy tabloid featuring editorial for the well-educated reader. Published weekly, it is one of the nation's leading general interest magazines. The *Sophisticated Traveler* is published four times a year in the same format as the *New York Times Magazine*. It is aimed at upscale travelers and offers editorial from prominent writers who give personal views of the world's most exotic destinations. The "Travelogue" is a reader service page with a response card.

Advertising Description: NY Times Magazine is scheduled for September 2004 with a 2 page 4-color spread creative until scheduled, in addition to a page 4-color Advertorial.

Scottsdale CVB Member Ad Opportunities:

Please call Linda Sheeran for details. Rates will depend upon the number of banner participants.

SCVB Ad Placements		Deadlines	
Issue Date	Type	Space	Materials
September 12, 2004	2-Page Spread in	August 13, 2004	August 20, 2004
January 23, 2005	Page 4 Color - Adv'l supp.	January 10, 2005	January 10, 2005

San Francisco Chronicle



Newspaper – Cooperative Opportunity

Contact: Lesley Hayes, 480-585-5342
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 480-585-4105
E-mail: lesleyhayes@qwest.net

Demographics/Reader Profile:

Issuance: Daily
Total Circulation: 561,000 (Sunday)
Readership: 1,290,300
Median Age: 38
Median HHI: \$72,541

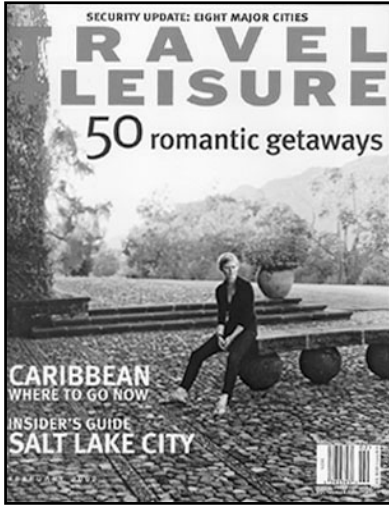
Editorial Profile: *San Francisco Chronicle* provides broad penetration of this key feeder market with various sections, such as news, food, home and garden, travel and business.

Advertising Description: The Scottsdale CVB is creating an advertorial banner section in their Sunday travel section in order to extend the shoulder season and capitalize on spring training visitors.

Scottsdale CVB Member Ad Opportunities:
Please contact Lesley Hayes for details. Rates will depend upon the number of banner participants.

SCVB Ad Placements		Deadlines	
<i>Issue Date</i>	<i>Type</i>	<i>Space</i>	<i>Materials</i>
January 2005	Scottsdale Banner	TBD	TBD

Travel + Leisure Consumer Magazine – Cooperative Opportunity



Contact: Lewis Newmark, 310-268-7463
(to reserve space, confirm costs and deadlines, and for more information)

Fax: 310-268-7604

E-mail: lewis.c.newmark@aexp.com

Demographic/Reader Profile:

Issuance:	Monthly
Total Circulation:	971,464
USA Circulation:	959,404
Canada Circulation:	12,060
Readership:	4,760,174
Median Age:	47
Median HHI:	\$80,000

Editorial Profile: *Travel + Leisure* readers are interested in unique travel destinations, as well as the finest hotels and resorts, art, culture, events and dining. *Travel + Leisure's* audience is upscale and looks for new and exciting ways to fill their leisure time.

Advertising Description: The Arizona Office of Tourism will sponsor an Arizona section in the October 2004 issue. The Scottsdale CVB will sponsor a co-op section in January 2005.

Scottsdale CVB Member Ad Opportunities:

Ad Size Range: 1/6 – full page

4-color Price Range: \$10,758 – \$41,376 (2004)

SCVB Ad Placements		Deadlines	
<i>Issue Date</i>	<i>Type</i>	<i>Space</i>	<i>Materials</i>
October 2004	Arizona Co-op	August 2, 2004	August 2, 2004
February 2005	Scottsdale Co-op	Dec. 1, 2004	Dec. 1, 2004

EXHIBIT C
MATCHING FUNDS EVENT ADVERTISING PROGRAM
FY 2004-2005 APPROVED PUBLICATION LIST

Arts & Cultural

- *Architectural Digest
- *Arts & Antiques
- Cowboys & Indians
- *Native Peoples
- *Smithsonian
- *Valley Guide Quarterly (distributed in-room at some Scottsdale resorts/hotels)

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05

Dining

- *Bon Appetit
- *Food & Wine
- *Gourmet

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05

Equestrian/Western

- American Cowboy
- Arabian Horse World
- Cowboys & Indians
- Equestrian Magazine
- History Channel Magazine
- Horse & Rider
- True West
- Western Times

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05

General Consumer

- *American Heritage
- *Archaeology Magazine
- *Audubon
- *Chicago Magazine
- Elite
- *Forbes
- *Los Angeles Magazine
- *Midwest Living
- *National Parks
- *The New Yorker
- *Oprah
- *Preprint
- Robb Report
- *Shape
- Spa Magazine
- *Texas Monthly

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05

Golf

- *Arizona: The Golf State
- Fairways & Greens
- Fore
- *Golf Digest
- *Golf Magazine
- *Golf for Women
- Golf Tips
- Golf Week
- *GolfWorld
- Links
- PGA Partner
- Sports Illustrated's Golf Plus
- *Travel & Leisure Golf

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05

Newspaper

*Cactus League Insert produced by About Publishing

*Chicago Tribune

*Los Angeles Times

*New York Times

*San Francisco Chronicle

*Toronto Globe & Mail

Newspaper travel sections throughout the United States in feeder markets

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05

Online

*ABCNews.com

*AOL.com

*CBSNews.com

Citysearch.com

*CNN.com

*CondeNet.com

*Expedia.com

*Forbes.com

*Hotels.com

*Hotwire.com

*MSNBC.com

*Orbitz.com

*Reuters.com

*Scripps.com

*Southwest.com

*Travelinformation.com

*Travelocity.com

*Weather.com

*WSJ.com

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05

Travel Trade

Canadian Traveller
National Tour Association
Travel Age West
Travel Agent Magazine
Travel Tips
Travel Weekly

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05

Travel

*AAA (state publications)
*America West Magazine
*Arizona Office of Tourism's Official Visitors Guide
*Arthur Frommer's Budget Travel
Business Traveler
*Conde Nast Traveler
*Departures
Elite Traveler
*National Geographic Adventure
*National Geographic Traveler
*Outside Traveler
*Southwest Spirit
*Sunset
*Travel & Leisure

*indicates SCVB and/or Arizona Office of Tourism plans to advertise in that publication--stand alone or co-op--in 2004 - 05